

Sony

## MEDIA ALERT

### Sony launches its first professional SSD and HDD portable storage range at IBC2013

*Specifically designed for professional file-based workflows*



**September 13, 2013**

**IBC, Amsterdam, Sept. 13, 2013:** Sony today announced at IBC2013 its first SSD and HDD portable storage range. The PSZ-SA25 SSD drive, PSZ-HA50 and PSZ-HA1T HDD drives will be available from September 2013.

Backing up footage securely on location requires a device that's fast, rugged and efficient. As the size of video files gets larger, backing-up footage becomes more frequent. As a pioneer in file-based workflows, Sony is ideally placed to launch a new range of portable storage devices. The drives are capable of transferring content up to 400MB<sup>\*1</sup> per second for SSD and 120MB<sup>\*1</sup> per second for HDD via USB 3.0. With this speed, approximately 30GB of content can be transferred in less than a minute and a half onto the SSD drive via USB 3.0<sup>\*1</sup>.

The drives are compatible with a multitude of hardware including Sony XDCAM's PMW-50 and PMW-1000 recording decks. Hours of footage can be stored securely with a choice of a 256GB SSD drive, 500GB or 1TB HDD drives, all featuring USB 3.0<sup>\*2</sup> and Firewire 800 interfaces. Everything shot during the day can be backed up by the evening, minimising the risk of data being lost.

Working outside the studio requires reliable, high performance equipment that works efficiently. Both the SSD and HDD drives are built for rugged professional use and allow programme makers to download and back-up content on location. With excellent shock resistance, they can absorb falls of up to 2.3 metres<sup>\*3\*4</sup> for SSD and up to 2.0 metres<sup>\*3\*4</sup> for HDD. They are also compliant with the MIL-STD-810G standard<sup>\*4</sup>. The drives are also compliant with the IP5X<sup>\*5</sup> dust-proof standard and the IPX4<sup>\*5</sup> splash-proof standard so data can be backed up in a variety of environments and conditions<sup>\*4</sup>. A tough case is also available for transporting footage during a shoot, protecting the drive against damage when dropped as high as 2.4 metres<sup>\*3\*4</sup>.

The drives come with full support including expert technical assistance and a three year warranty. The PSZ-SA25 SSD drive, PSZ-HA50 and PSZ-HA1T HDD drives will be available from September 2013.

Sony is exhibiting at IBC in the same location as last year, in Hall 12, stand number 12.A10 and also in the central outdoor space. For more information, please visit the Sony IBC2013 website [www.pro.sony.eu/ibc](http://www.pro.sony.eu/ibc)

\*1. Based on Sony testing. Speed may vary upon measurement condition.

\*2. When connected to USB2.0 compatible devices, data will be transferred via USB 2.0.

\*3. Based on Sony testing. Dropped onto an industrial carpet on 6 sides of SSD/ HDD.

\*4. Sony does not guarantee against damages to recorded data or the exterior case in all situations and conditions.

\*5. Dust-proof/splash-proof performance achieved only when the port cover is firmly closed.

## About Sony

Sony is the leading supplier of AV/IT solutions to businesses across a wide variety of sectors including, Media and Broadcast, Video Security and Retail, Transport & Large Venue markets. It delivers products, systems and applications to enable the creation, manipulation and distribution of digital audio-visual content that add value to businesses and their customers. With over 25 years' experience in delivering innovative market-leading products, Sony is ideally placed to deliver exceptional quality and value to its customers. Sony's Professional Services division, its systems integration arm, offers its customers access to the expertise and local knowledge of skilled professionals across Europe. Collaborating with a network of established technology partners, Sony delivers end-to-end solutions that address the customer's needs, integrating software and systems to achieve each organisation's individual business goals. For more information please visit [www.pro.sony.eu](http://www.pro.sony.eu)

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